

# Sales Performance Overview

## Product Category

- agro\_industry\_and\_commerce
- air\_conditioning
- art

**15.42M**

Total sales

**96K**

Total Orders

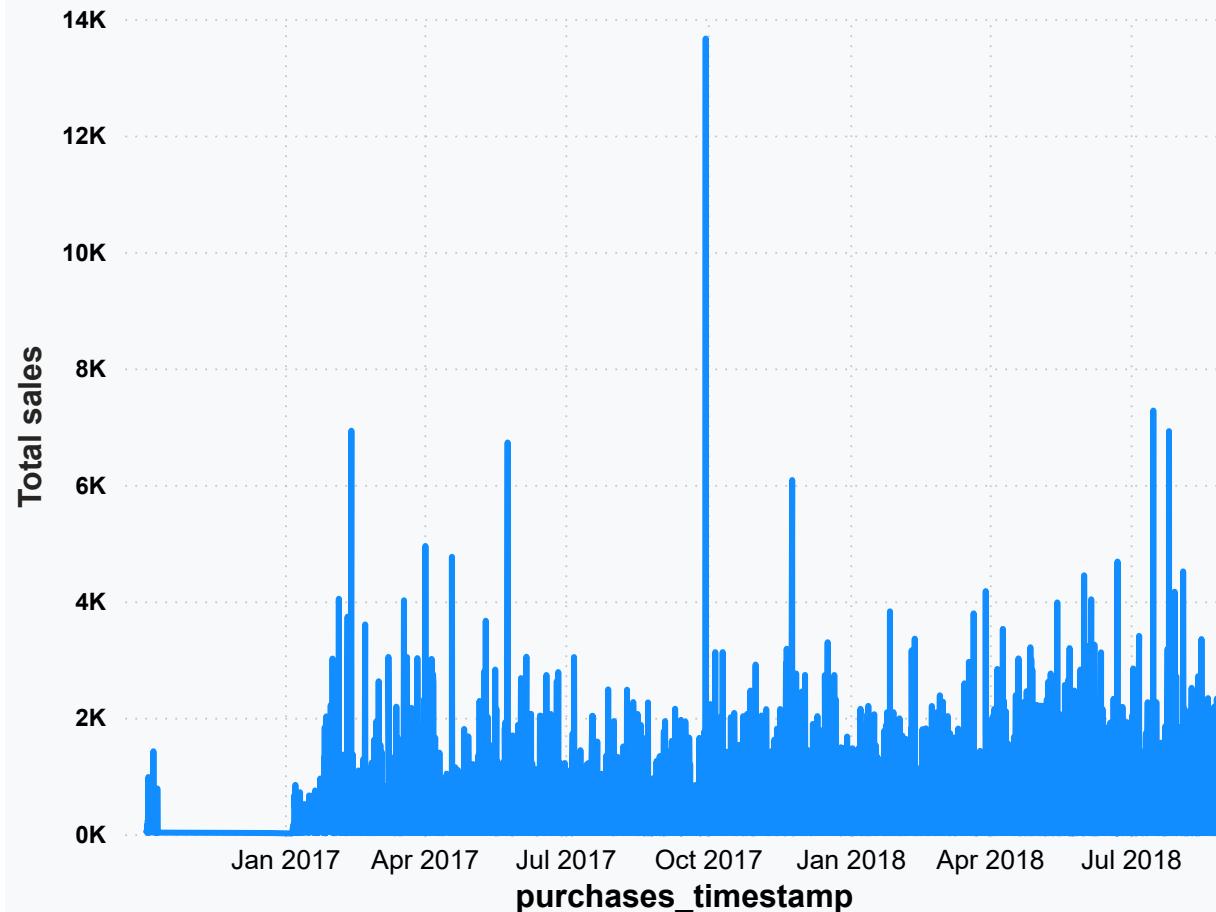
**159.86**

Avg Order Value

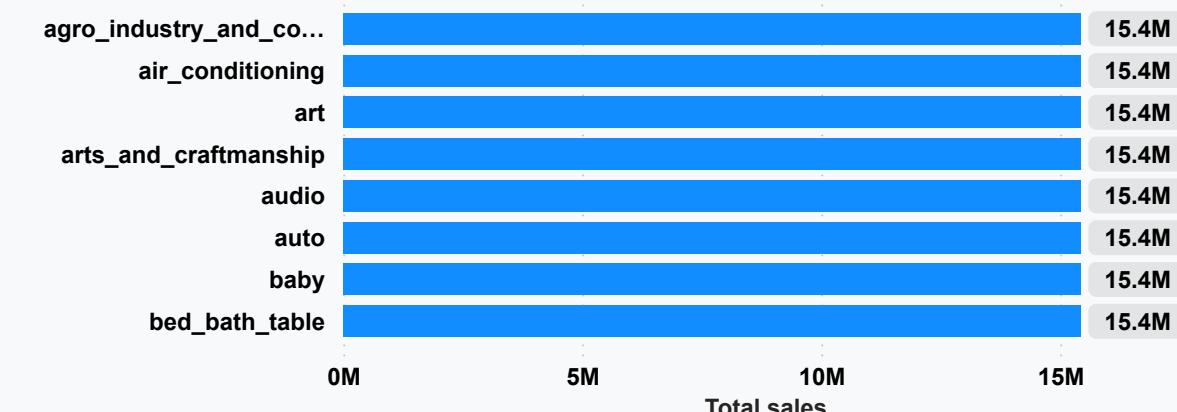
**96K**

Total Customers

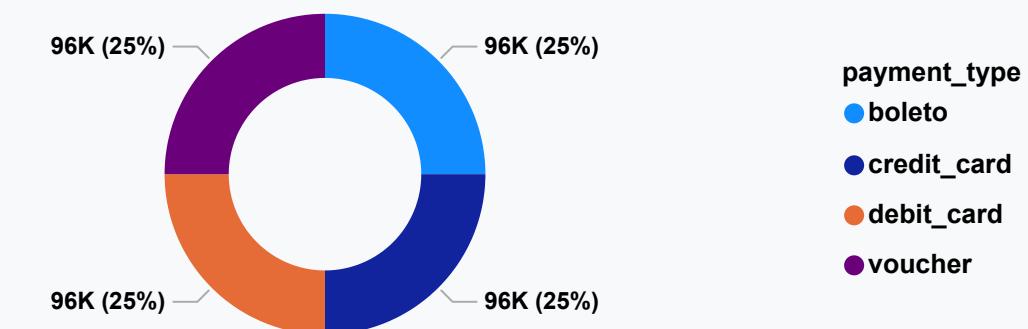
## Monthly Sales Trend



## Top 10 Product Categories by Sales



## Orders by Payment Type



# Customer & Product Analysis

## Product Category

- agro\_industry\_and\_commerce
- air\_conditioning

**13.66K**

Top Customer Sales

**96K**

Total Customers

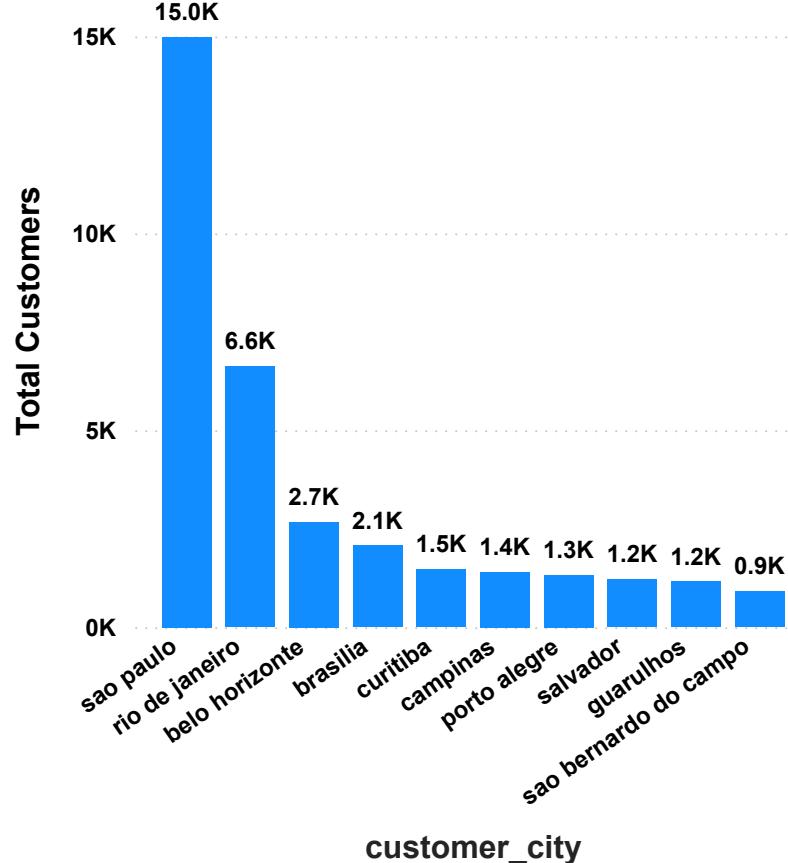
**120.70**

Avg Product Price

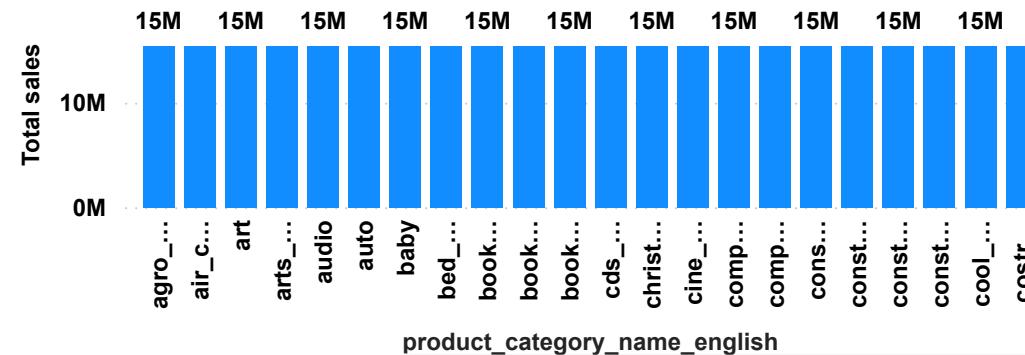
**32K**

Total Products

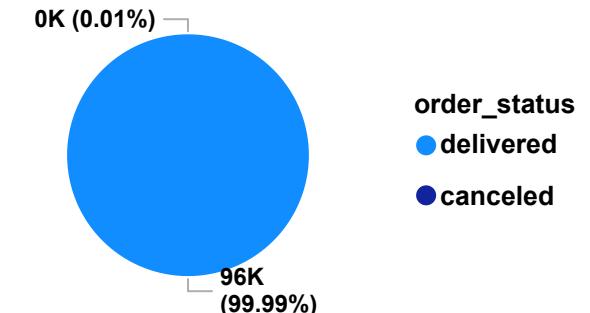
## Top 10 Cities by Customers



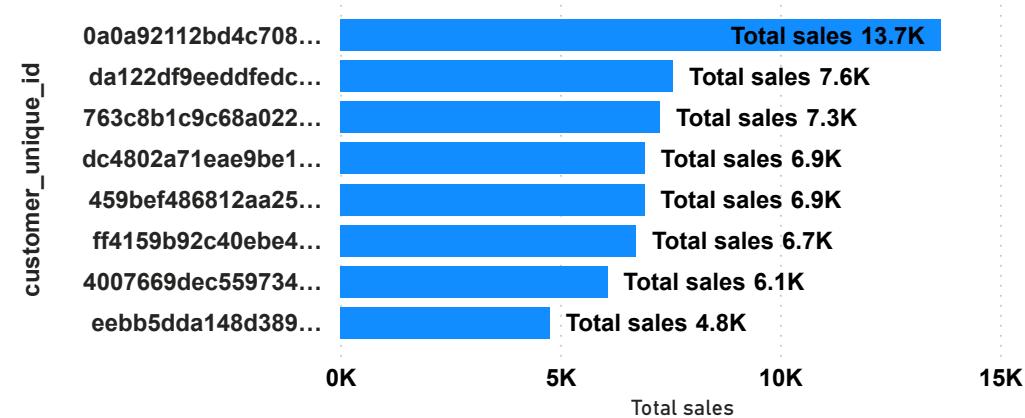
## Product Sales by Category



## Customer Orders Distribution

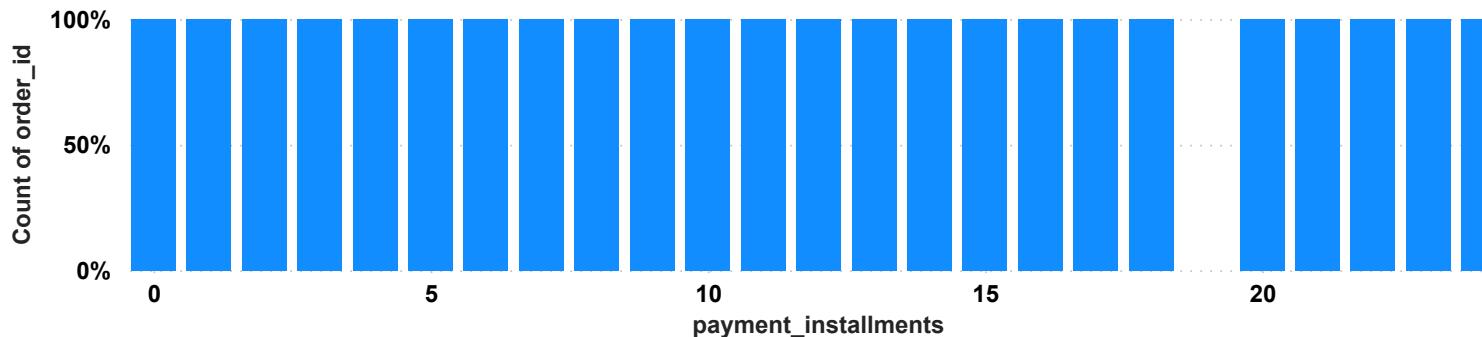


## Top 10 Customers by Sales

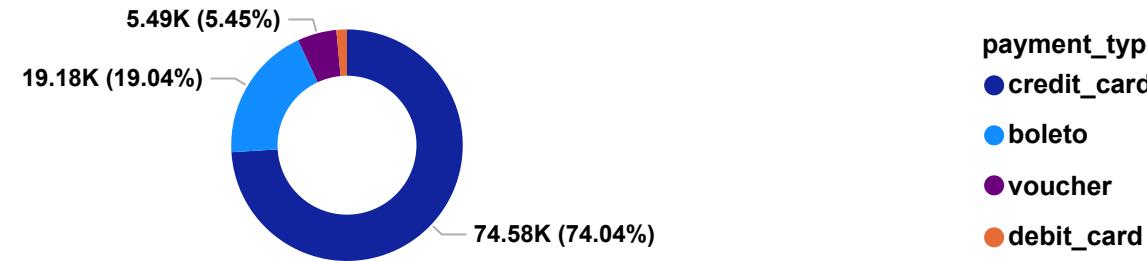


# Order & Payment Analysis

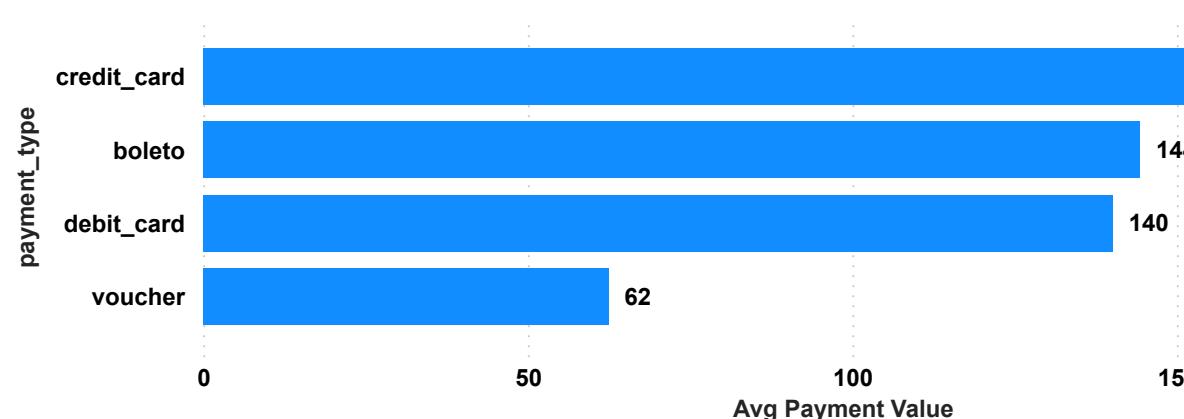
## Orders by Installments



## Payment Type Distribution



## Average Payment Value by Payment Type



payment\_type  
boleto  
credit\_card

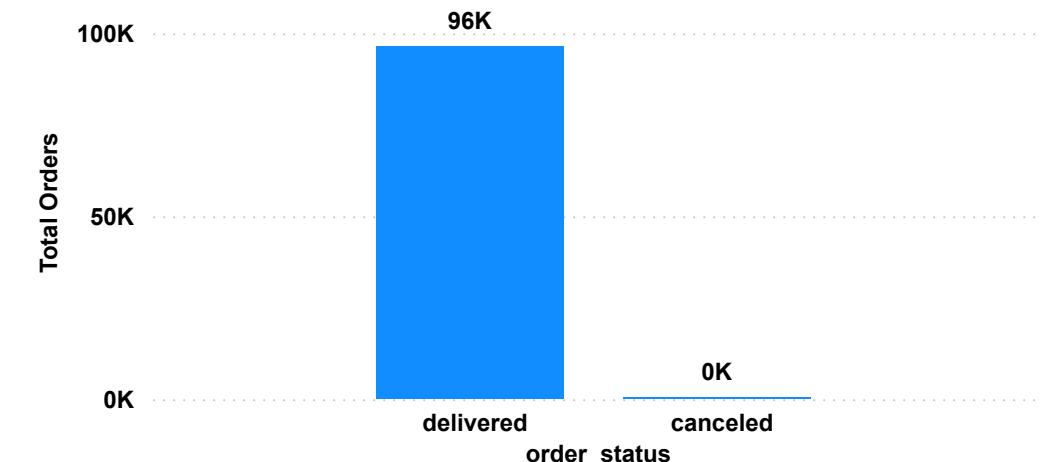
**96K**  
Total Orders

**96K**  
Delivered Orders

**6**  
Cancelled Orders

**2.85**  
Avg Installments

## Orders by Status



# Delivery & Review Analysis

Order Purchase Date

15-09-2016

29-08-2018



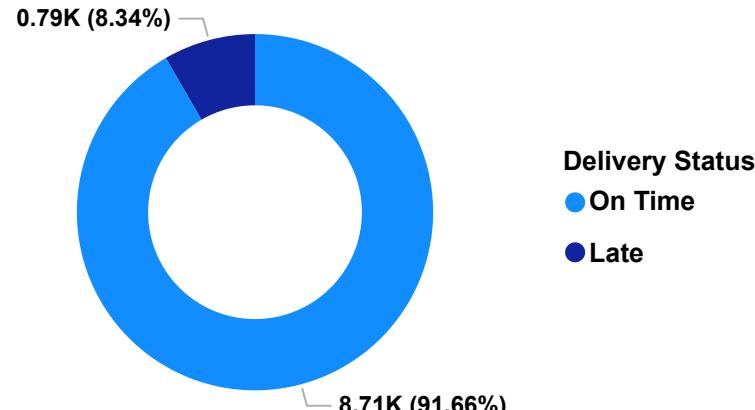
## On-Time vs Late Deliveries

**12.50**  
Avg Delivery Days

**0.92**  
On-Time Delivery %

**7826**  
Late Deliveries

**3.92**  
Avg Review Score



## Average Review Score by Delivery Status



## Review Score Distribution

